

L1: Entry 1 of 1

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TITLE: System and methods for determining and displaying product promotions

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## INVENTOR-INFORMATION:

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US-CL-CURRENT: 705/14; 705/10, 705/26, 707/10

## ABSTRACT:

A product promotion display system comprises a server computer hosting a network of terminals, each terminal having a display for displaying advertisements and product promotion information to a customer. The server computer has access to a product promotion database containing data to be used in assembling advertisements and product promotion information to be displayed on one or more of the terminals. A product promotion software object executed by the server computer accesses the database in order to retrieve data therefrom to be used in assembling advertisements and product promotion information to be displayed on one or more of the terminals. A user interface connected to the terminals and to the promotion software object causes the assembled advertisements and product promotion information to be displayed on one or more of the terminals.

30 Claims, 5 Drawing figures

Exemplary Claim Number: 1

Number of Drawing Sheets: 5